

PROJECT OBJECTIVES, GOALS, AND IMPLEMENTATION (POGI)

FY 2016 Hip Hop Collaboration

Funding Opportunity Number ECA-ECAPEC-16-046

Cultural Programs Division

Office of Citizen Exchanges

The POGI guidelines apply specifically to the Notice of Funding Opportunity (NOFO) issued by the Office of Citizen Exchanges, Cultural Programs Division, for the Hip Hop Collaboration theme. Proposals must conform to the NOFO, the Guidelines stated in this document, and the standard Proposal Submission Instructions (PSI). Applications not adhering to the conditions set forth herein may be deemed technically ineligible. These guidelines are specific to the program mentioned above and are IN ADDITION TO the Standard Guidelines outlined in the PSI. If there is a perceived disparity between the standard and program specific Guidelines and the program information supplied in the accompanying NOFO, the NOFO is to be the dominant reference.

I. STATEMENT OF WORK

In a cooperative agreement, ECA is substantially involved in program activities above and beyond routine monitoring. The responsibilities of the award recipient and ECA's Cultural Programs Division are outlined below:

A. Award Recipient Responsibilities

In consultation with ECA program staff, the award recipient will be responsible for the following:

Participant Selection

1. Design, organize and implement a transparent, open and merit-based competition process to select approximately 20-25 hip hop artists based on relevant selection criteria;
2. Suggest possible foreign participants for the U.S.-program, and then work with Embassy staff to coordinate the recruitment of approximately five foreign participants and alternates;
3. Based on qualifications, recommend participants to ECA for review and approval;
4. Inform Embassy staff of final U.S. and foreign participant selections;

Program Development and Management

1. Plan and develop, through close collaboration with ECA and our U.S. Embassies and Missions workshops, public performances and other outreach programming to engage young people and effectively convey

- entrepreneurial and conflict resolution strategies through hip hop;
2. Work with Embassy and Consulate staff on venue selection, program dates, and interpretation services (if needed) and the full array of the overseas programming logistics, including but not limited to:
 - Arranging staff advance trips to each country for program planning purposes;
 - Coordinating all international and domestic travel arrangements for all participants;
 - Securing local transportation and lodging arrangements for all participants;
 - Managing all financial and administrative arrangements for the participants;
 - Securing visas for the U.S. participants; communicating with U.S. participants about immunizations and health insurance;
 - Finalizing daily schedules for the overseas and U.S. programs two weeks before the start date of each program;
 - Providing on-going and detailed information to the Cultural Programs Division regarding program schedules, venues and workshop results;
 - Providing day-to-day monitoring of the program to prevent and/or manage any issues or complications that may arise;
 - Working in consultation with ECA on the implementation of the program and provide timely reporting of progress to ECA, and comply with financial and program reporting requirements.
 - Designing and implementing an evaluation plan that assesses the impact of the program.
 - Managing all financial aspects of the program, including stipend disbursements to the participants and management of sub-award relationships with partner organizations, if applicable.
 - Outlining in detail, all of the duties and responsibilities of U.S. organizations with which you plan to partner; describe work requirements and provide representative budgets
 - Arranging a de-briefing session for both U.S. and international participants for purposes of evaluation and to summarize the project activities at the end of each overseas program.
 3. Work with ECA to organize a pre-departure orientation for the U.S. participants that will include media training, cultural briefings, and a general context for their diplomatic role as Department of State program participants;
 4. Prepare foreign artists for participation in the U.S. program, in coordination with the U.S. Embassy;
 5. Organize and implement, in consultation with ECA, a media and marketing strategy that will highlight the program to both the international and U.S. public. Plans can include, but are not limited to, program branding, press strategy, press/media packets, program website and social media plans. The award recipient will work closely with U.S. Embassy and Consulate public

relations staff members to ensure that participants are briefed on current political and social issues in each overseas country.

6. Prepare necessary educational and promotional materials that support the program. All materials and correspondence related to the program will acknowledge it as a program of the Bureau of Educational and Cultural Affairs of the U.S. Department of State. The Bureau will retain copyright use of and be allowed to distribute materials related to this program as it sees fit.

B. Department of State Responsibilities

In a Cooperative Agreement, the Cultural Programs Division is substantially involved in program activities above and beyond routine grant monitoring. The Program office may request that the award recipient make modifications to the exchange and travel components of the program. The award recipient will be required to obtain approval of significant program changes in advance of their implementation. The program office will also perform an annual performance evaluation/review.

Specific responsibilities of the Cultural Programs Division will include the following:

1. Provide advice and assistance regarding the execution of all program components;
2. Identify the program countries and provide contact information for the U.S. missions to the award recipient. ECA will consider those countries that are of greatest importance to the Department of State's public diplomacy mission to build mutual understanding in the selected world region(s);
3. Active participation in the U.S. artist selection process. ECA will also review and maintain final approval of all project participants;
4. Approval of all overseas and domestic program arrangements, including the artists' daily schedules;
5. Approval of all media and public relations strategies, including press releases;
6. Issue DS-2019 forms to foreign participants;
7. Enroll participants in a health insurance plan for the period of the exchange. Participants can be enrolled in the Bureau's Accident and Sickness Program for Exchanges (ASPE) with no charge to the cooperative agreement; Alternatively, you may use your own plan as long as it offers the same or better coverage- and costs no more than \$50 per person per month; premiums may be included in the agreement request;
8. Monitor and evaluate the program through regular communication and perform an annual performance evaluation/review;
9. Facilitate interaction within the Department of State, to include ECA, the regional bureaus, and overseas posts;
10. Represent the U.S. Government at exchange events, such as program orientations and debriefings, when able; and
11. Arrange participation of Department of State officers in pre-tour briefings and any debriefings that might occur.

II.

PROGRAM SPECIFIC GUIDELINES

A. Overview & Program Description

The Hip Hop Collaboration theme supports hip hop arts programming that incorporates artistic collaboration, entrepreneurial skills-building, and outreach to youth to explore and address conflict resolution strategies. This program will incorporate multi-disciplinary hip hop collaborations to provide innovative opportunities to engage youth and underserved communities overseas. The impact of the program will be extended through the development of an international network of hip hop arts professionals, and a creative film and/or media component to document this multidisciplinary community collaboration program.

Projects under this CAE theme must include at least three hip hop genres (music, dance, MC/spoken word, film and visual arts) to address leadership development, entrepreneurship and conflict resolution themes through the following three components: 1) Overseas programming including, but not limited to: workshops, master classes, community performances, and outreach events featuring American U.S. hip hop artists who have entrepreneurial acumen, expertise in collaborating with community youth organizations, and experience conveying conflict resolution themes through their artistic work. Overseas activities must engage foreign youth educators/community leaders and local artists in support of community engagement. Project proposals must include two to three-week exchange programs in each of the designated countries. Proposals must describe strategies for including the broadest and largest audiences, especially youth, while ensuring substantive and effective programming focused on entrepreneurship and conflict resolution.; 2) Following the overseas portion of the program, working with the Embassies to recruit a total of five professional foreign hip hop artists, educators and/or community leaders from the partner countries to participate in a one to two week U.S. based professional development program to enhance follow-on programming and program sustainability. The U.S. program should include strategies for creating a network and ideas for further collaboration between the U.S. and overseas program participants, while furthering the youth leadership, conflict resolution, and entrepreneurial trainings initiated during the overseas programming; and 3) innovative uses of video and/or other media as a program element and/or to document the collaborative process and the culminating multi-disciplinary project.

B. Goals & Objectives

The objective of the Hip Hop Collaboration theme is to support ECA's mission to increase mutual understanding between the people of the United States and other countries, by emphasizing shared social and cultural values. The program will showcase the role of multidisciplinary artists as vibrant, engaged, and innovative partners in addressing broader social issues important to communities worldwide. It is designed to stimulate dialogue and promote cross-cultural collaboration through multidisciplinary hip

hop workshops and performances, while simultaneously reaching out to young audiences and transferring entrepreneurial skills. International audiences will have opportunities to engage with American artists and learn about American cultural history as well as contemporary culture. The American artists will learn about the societies and cultures of the host countries and share their experiences upon returning home. Participating U.S. artists and foreign communities will strengthen connections and establish lasting relationships through the mutual engagement fostered by the overseas projects, performances, and U.S.-based workshop.

C. Program Dates

This cooperative agreement will begin on or about September 1, 2016. Each of the two-three week overseas programs and the one-two week U.S. program may begin at a time that is mutually agreed upon by ECA, the award recipient and the U.S. Embassies, but should be within nine months of the award date. The U.S. workshop for foreign artists will take place after all of the overseas projects are complete. Proposals will need to contain a detailed time line annotating dates of each program component.

D. Program Implementation & Management

Proposals must describe the applicant's track record and capacity for implementing innovative international arts exchange programs. Applicants and their partner organizations must also demonstrate the ability to develop projects that address the specific participant profile and the goals and themes outlined in the NOFO. The overseas programming will consist of workshops, master classes, public performances and media activities that are developed with local in-country youth, educational and arts organizations, and in close consultation with ECA and our U.S. Embassies overseas. U.S. programming should be designed to provide substantial and in-depth residencies in order for foreign participants to work with their American peers, while also developing their entrepreneurial skills and increasing their knowledge of a full-range of strategies and techniques for conveying conflict resolution themes to young people through hip hop music, dance, film and/or the visual art.

Proposals should include a staffing pattern that details how staff will share responsibilities. The award recipient must designate a **project manager** to oversee the program and all of the corresponding projects, coordinate logistical, budgetary and administrative arrangements, ensure all of the interests of the various stakeholders are represented, serve as a primary point of contact for the Bureau, and initiate, facilitate, manage, and monitor communications between all of the parties involved in the program. Applicants must also designate a film maker or videographer to coordinate and fulfill the film/media documentation element of this program.

In consultation with ECA, the award recipient will arrange participant orientation sessions for the U.S. participants and develop any necessary pre-departure and welcome materials for the participants, which may include a program agenda, itinerary, and country background notes. ECA will coordinate participation of Department of State

officers in pre-tour briefings and any debriefings that might take place in the U.S. Additionally, the award recipient will provide detailed residency programming information to the foreign participants including all logistical details related to their stay in the United States, as well as a detailed daily schedule. Throughout the planning process for both the overseas and U.S. programs, the award recipient will maintain consistent and detailed communication with our overseas Embassies and ECA.

E. Participant Recruitment & Selection

ECA envisions that this project will fund approximately 20-25 professional American artists specializing in hip-hop art forms to present workshop, master classes and performances to young audiences overseas. In addition to their artistic expertise, the American participants must have entrepreneurial acumen, knowledge of conflict resolution strategies, and leadership development techniques that are effective with young people. U.S. participants should have experience collaborating with educational, after-school, and/or community programs that utilize hip hop to communicate about these themes to young audiences. Emphasis should be placed on recruiting women participants in particular. The American participants should be professional artists who are U.S. citizens and at least 18 years of age. ECA is willing to consider exceptions to the age criteria on a case-by-case basis.

Foreign participants who attend the overseas workshops and performances should be from the widest possible range of diverse community groups. This project is especially intended to include young participants from underserved communities who may have limited access to American artists.

Foreign participants from the selected overseas countries who participate in the U.S.-based program will be identified by the award recipient and vetted and approved by the relevant U.S. Embassies and ECA. Ideal candidates are hip hop artists who will collaborate with their local communities and extend the multiplier effect of this program through continued work with young people. All foreign participants must travel to the United States on J-1 visas. Please see the separate section about J-1 visa requirements.

PROPOSAL CONTENTS

Applicants should submit a complete and thorough proposal describing the program in a convincing and comprehensive manner. Since there is no opportunity for applicants to meet with reviewing official, the proposal should respond to the criteria set forth in the solicitation and other guidelines as clearly as possible.

Proposals should address succinctly, but completely, the elements described below and must follow all format requirements.

NOTE: Proposals submitted through Grants.gov may only be submitted in the following formats:

- Microsoft Word

- Microsoft Excel
- Adobe Portable Document Format (PDF)
- ASCII Text
- Joint Photographic Experts Group (JPEG images)

Proposals should include the following items under the section headings in the GrantSolutions' Application Control Checklist. All documents should be appropriately and clearly titled.

Online Forms

- SF-424, "Application for Federal Assistance"
- SF-424A, Budget Information – Non-Construction Programs
- SF-424B, "Assurances - Nonconstruction Programs"
- Include other attachments, if applicable, such as indirect agreements, form 990, SF-LLL, etc.

Program Narrative

Executive Summary (One page)

In one double-spaced page, provide the following information about the project:

1. Name of the organization/participating institutions
2. Beginning and ending dates of the program
3. Proposed theme
4. Nature of activity
5. Funding level requested from the Bureau, total program cost, total cost-sharing from applicant and other sources
6. Scope and Goals
 - a. Number and description of participants
 - b. Wider audience benefiting from program (overall impact)
 - c. Geographic diversity of program, both U.S. and overseas
 - d. Fields covered
 - e. Anticipated results (short and long-term)

Narrative

In 20 double-spaced, single-sided pages, provide a detailed description of the project addressing the areas listed below.

1. Vision (statement of need, objectives, goals, benefits)
2. Participating Organizations
3. Program Activities (advertisement, recruitment, orientation, academic component, cultural program, participant monitoring)
4. Program Evaluation

5. Follow-on
6. Project Management
7. Work Plan/Time Frame

Additional Information to be Submitted

- Detailed Budget (See III. Budget section for additional info.)
- Calendar of activities/itinerary, if applicable
- Letters of endorsement
- Resumes and CVs (resumes of all new staff should be included in the submission; no resume should exceed two pages.)
- First Time Applicant Attachments, if applicable.

Please note: All applicants for ECA federal assistance awards must include in their application the names of directors and/or senior executives (current officers, trustees, and key employees, regardless of amount of compensation). In fulfilling this requirement, applicants must submit information in one of the following ways:

- Those who file Internal Revenue Service Form 990, "Return of Organization Exempt From Income Tax," must include a copy of relevant portions of this form.
- Those who do not file IRS Form 990 must submit information above in the format of their choice.

As part of final program reporting requirements, award recipients will also be required to submit a one-page document, derived from their program reports, listing and describing their grant activities. For award recipients, the names of directors and/or senior executives (current officers, trustees, and key employees), as well as the one-page description of grant activities, will be transmitted by the State Department to OMB, along with other information required by the Federal Funding Accountability and Transparency Act (FFATA), and will be made available to the public by the Office of Management and Budget on its USASpending.gov website as part of ECA's FFATA reporting requirements.

III.

BUDGET

All budget guidelines must be followed. The budget should indicate any cost sharing in the form of in-kind or cash contributions to the program from sources other than the Department of State. See standard guidelines (PSI) in the Solicitation Package for information on cost sharing and the cost of audits.

The total Department of State-funded budget (including both program and administrative costs) should not exceed \$800,000. Significant cost sharing is expected and will enhance

the proposal. While there is no rigid ratio of administrative to program costs, the Bureau urges applicant organizations to keep administrative costs as low and reasonable as possible. Proposals should show strong administrative cost sharing contributions from the applicant organization and other sources. The Bureau reserves the right to reduce, revise, or increase proposal budgets based on the needs of the program and the availability of U.S. Government funding.

Please be sure to include a **Summary Budget** on a separate page before the line-item budget. Following the line-item budget, please include a **Budget Narrative** that concisely explains how costs were calculated and the rationale for including them in the budget.

Your proposed budget should include, but may not be limited to, the following program expenses:

- Maximum limits on cooperative agreement funding are as follows: Books and educational materials allowance-\$100 per Fellow; Conference room rental costs-\$250 per day per room; Consultant/interpreters/group coordinators/escorts fees and honoraria-\$200/day; Cultural allowance-\$150 per participant; honoraria for foreign Fellows-\$200/day; per diem-standard government rates; Evaluation costs- 5% of the cooperative agreement. Organizations are encouraged to cost-share any rates that exceed these amounts;
- Domestic and international travel for participants and staff, including transit costs if applicable, (American carriers or code-share airlines must be used for overseas travel whenever possible);
- Airport taxes and country exit fees;
- Shipping and handling for materials;
- Excess and overweight baggage fees (excess baggage estimates may be subject to change once actual programs are scheduled);
- Visa fees;
- Subaward recipient organizations may be used, in which case the written agreement between the prospective award recipient and subaward recipient should be included in the proposal. Subawards must be itemized in the budget under General Program Expenses;
- Press kits and promotional materials, trip itinerary booklets, educational materials and presentation items;
- Other justifiable expenses related to program activities including but not limited to translation of outreach and/or educational materials.

IV. Application Review Information

The Bureau will review all proposals for technical eligibility. Proposals will be deemed ineligible if they do not fully adhere to the guidelines stated herein and in the Solicitation Package. All eligible proposals will be reviewed by the program office, as well as the Public Diplomacy section overseas and State Department regional bureaus, where appropriate. Eligible proposals will be subject to compliance with Federal and Bureau regulations and guidelines and forwarded to Bureau grant panels for advisory review.

Proposals may also be reviewed by the Office of the Legal Adviser or by other Department elements. All awards will be assessed for risk prior to their issuance. Final funding decisions are at the discretion of the Department of State's Assistant Secretary for Educational and Cultural Affairs. Final technical authority for assistance awards resides with the Bureau's Grants Officer.

REVIEW PROCESS

Technically eligible applications will be competitively reviewed according to the criteria stated below. These criteria are not rank ordered and all carry equal weight in the proposal evaluation:

1. **Quality of the Program Idea and Program Planning:** Your proposal for the 2016-2018 Cycle of the FY 2016 Hip Hop Collaboration theme should include a program idea that is substantive, relevant to the Bureau's mission, original and creative. Program objectives should be stated clearly and should reflect your organization's experience with community engagement and expertise implementing international arts-based exchange programs. The program objectives should be reasonable and feasible. A time line and a work plan must clearly demonstrate how project objectives would be achieved and should adhere to the program overview and guidelines. The full range of program activities should be considered in this section, including the participant selection process; program orientation; strategies for reaching youth and underserved community members; project and workshop implementation; and follow-on activities.
2. **Institutional Capacity:** Your proposal should include your organization's mission statement. The proposal should reflect your expertise in the subject areas and expertise in planning international exchange programs. The Bureau will consider an organization's past performance in previous international exchange projects supported through DOS grant programs. The Bureau strongly encourages you to submit letters of support and commitment from proposed partner organizations.
3. **Support of Diversity:** Proposals should show substantive support of the Bureau's policy on diversity. Proposals should demonstrate how diversity will be achieved in the different aspects of program administration (e.g. selection of participants and partner organizations) and of program design, content and implementation (e.g. orientations, workshops, follow-on activities). You should refer to the Bureau's Diversity, Freedom and Democracy Guidelines in the PSI for guidance.
4. **Program Evaluation:** Proposals should include a detailed plan to monitor and evaluate the program, both as the activities unfold and at the end of the program. Competitive evaluation plans describe how you will measure the project's success at meeting program objectives and should include draft data collection instruments, such as surveys and questionnaires. ECA is especially interested in the qualitative and quantitative results of project activities in terms of the impact on audiences as well as on participants. The award recipient will be expected to submit intermediate reports after each project component is concluded, in addition to quarterly reports.

5. Cost-effectiveness/Cost-sharing: The budget in your proposal must demonstrate efficient use of Bureau funds. The overhead and administrative components of the proposal, including salaries and honoraria, should be kept as low as possible. All other items should be necessary and appropriate. The proposal should maximize cost-sharing through other private sector support as well as institutional direct funding contributions.

ADHERENCE TO ALL REGULATIONS GOVERNING THE J VISA

The Office of Citizen Exchanges of the Bureau of Educational and Cultural Affairs is the official program sponsor of the exchange program covered by this NOFO, and an employee of the Bureau will be the "Responsible Officer" for the program under the terms of 22 CFR 62, which covers the administration of the Exchange Visitor Program (J visa program). Under the terms of 22 CFR 62, organizations receiving awards (either a grant or cooperative agreement) under this NOFO will be third parties "cooperating with or assisting the sponsor in the conduct of the sponsor's program." The actions of award recipient organizations shall be "imputed to the sponsor in evaluating the sponsor's compliance with" 22 CFR 62. Therefore, the Bureau expects that any organization receiving an award under this competition will render all assistance necessary to enable the Bureau to fully comply with 22 CFR 62 et seq.

The Bureau of Educational and Cultural Affairs places critically important emphases on the secure and proper administration of Exchange Visitor (J visa) Programs and adherence by recipient organizations and program participants to all regulations governing the J visa program status. Therefore, proposals should explicitly state in writing that the applicant is prepared to assist the Bureau in meeting all requirements governing the administration of Exchange Visitor Programs as set forth in 22 CFR 62. If your organization has experience as a designated Exchange Visitor Program Sponsor, the applicant should discuss their record of compliance with 22 CFR 62 et. seq., including the oversight of their Responsible Officers and Alternate Responsible Officers, screening and selection of program participants, provision of pre-arrival information and orientation to participants, monitoring of participants, proper maintenance and security of forms, record-keeping, reporting and other requirements.

The Office of Citizen Exchanges of ECA will be responsible for issuing DS-2019 forms to participants in this program.

A copy of the complete regulations governing the administration of Exchange Visitor (J) programs is available at <http://j1visa.state.gov> or from:

Office of Designation, Private Sector Programs Division
U.S. Department of State
SA-44, Suite 668
301 4th Street, SW
Washington, DC 20547

Please refer to Solicitation Package for further information.

V.

APPLICATION SUBMISSION

The NOFO indicates the date the complete proposal is due and the manner in which proposals must be submitted. There are NO EXCEPTIONS to this deadline. For further information regarding this program, please contact Program Officer Michele Peregrin of the Cultural Programs Division at: (202) 632-2834; Fax: (202) 632-6492; or E-mail address: PeregrinMS@state.gov.